

IN THE CLAIMS

Claim 1. (Currently Amended) A merchandise order receiving system, ~~wherein a plurality of communication terminals order merchandise through a first network, the system comprising:~~

a plurality of communication terminals for a user to order merchandise and to select image data for customizing the merchandise through a first network, wherein the merchandise is customized by incorporating a hologram of the selected image data;

an order controlling apparatus connected with said plurality of communication terminals through the first network for receiving an order of the merchandise from said plurality of communication terminals;

an image storing apparatus connected with said order controlling apparatus through a second network different from the first network, said image storing apparatus storing character information and/or image information as image data;

a charging and settlement apparatus connected with said plurality of communication terminals through the first network for performing charging and settlement of the ordered merchandise;

an order receiving apparatus connected with said order controlling apparatus through the second network for receiving an order of shipping of the merchandise through the second network, the shipping being ordered to said order controlling apparatus by said plurality of communication terminals through the first network, according to the charging and settlement performed by said charging and settlement apparatus;

a print out apparatus connected with said order controlling apparatus through the second network for printing the hologram of the selected image data supplied from said image

~~storing apparatus through the second network in a form of one of a hologram and holographic stereogram as printed matter;~~

a merchandise assembling apparatus connected with said order controlling apparatus through the second network, for incorporating the printed matter in the merchandise to assemble an assembled merchandise as final shipping goods, thereby customizing the merchandise with the hologram of the selected image data; and

a shipping terminal connected with said order controlling apparatus through the second network, for performing shipping processing of the assembled merchandise assembled by said merchandise assembling apparatus, wherein:

~~said plurality of communication terminal respectively designate a desired character and/or a desired image at a time of an order of the merchandise,~~

~~the image data corresponding to the character information and/or the image information, being designated by each of said plurality of communication terminals, are supplied to said print out apparatus from said image storing apparatus through the second network, and~~

~~said print out apparatus prints the supplied image data to output the printed matter,~~

the merchandise order receiving system further comprising an image processing apparatus for performing ~~prescribed processing to the selected~~ image data supplied from said image storing apparatus through the second network, ~~said image processing apparatus generating to generate~~ a preview image of the merchandise incorporating the hologram of the selected image data for preview display to the user ~~for performing preview display of a series of images for one of a reproduced image of a hologram and a holographic stereogram incorporated in the merchandise as the printed mater, the series of images being~~

~~extracted from an image string constituting the one of a hologram and the holographic stereogram.~~

Claim 2. (Previously Presented) The merchandise order receiving system according to claim 1, wherein said plurality of communication terminals generate order data indicating contents of orders and supply the order data to said order controlling apparatus through the first network.

Claim 3. (Previously Presented) The merchandise order receiving system according to claim 2, wherein said order controlling apparatus generates information concerning reception of an order indicating contents of the order, based on the order data supplied from said plurality of communication terminals through the first network, and said order controlling apparatus stores the information of the reception of the order generated correspondingly to a plurality of orders.

Claim 4. (currently amended) The merchandise order receiving system according to claim 2, wherein said plurality of communication terminals generate payment information, the payment information being information concerning a payment method for disbursing of a charge as the order data to supply the order data to said charging and settlement apparatus through the first network.

Claim 5. (Previously Presented) The merchandise order receiving system according to claim 4, wherein said charging and settlement apparatus performs the charging and the settlement of the ordered merchandise based on the order data supplied from

said plurality of communication terminals through the first network.

Claim 6. (Previously Presented) The merchandise order receiving system according to claim 5, wherein said charging and settlement apparatus generates information concerning charging and settlement, the information indicating contents of charging processing, based on the order data supplied from said plurality of communication terminals through the first network, and said charging and settlement apparatus stores the information concerning the charging and the settlement, generated correspondingly to a plurality of charging processing, as a database.

Claim 7. (Previously Presented) The merchandise order receiving system according to claim 5, wherein said order controlling apparatus generates order receiving data indicating contents of an order to supply the order receiving data to said order receiving apparatus through the second network when said charging and settlement apparatus completes charging processing.

Claim 8. (Previously Presented) The merchandise order receiving system according to claim 7, wherein said order receiving apparatus generates information concerning order receiving and indicating contents of the order receiving based on the order receiving data supplied from said order controlling apparatus through the second network, and said order receiving apparatus stores the information concerning the order receiving generated correspondingly to a plurality of order receiving as a database.

Claim 9. (Original) The merchandise order receiving system according to claim 1, wherein said image storing apparatus generates information concerning the image data corresponding to the stored image data, the information indicating contents of the image data, and said image storing apparatus stores the information that concerns the image data and is generated correspondingly to a plurality of image data as a database.

Claim 10. (Canceled)

Claim 11. (Previously Presented) The merchandise order receiving system according to claim 1, wherein said plurality of communication terminals display the preview image supplied from said image processing apparatus through the first network on a display section, and said plurality of communication terminals generate payment information concerning a payment method necessary for payment of a charge as a part of the order data in response to a result of displaying the preview image to supply the order data to said charging and settlement apparatus through the first network.

Claims 12-44 (Canceled)